



WIRELESS EBT PROJECT

March 2014 Newsletter



From the Editor – Tracy Penick

Month	EBT Transactions	Debit/Credit Transactions	Total Transactions	EBT Sales	Debit/Credit Sales	Total Sales
January	58	395	453	\$1,399.49	\$14,822.50	\$16,221.99
February	28	348	376	\$1,007.88	\$12,511.22	\$13,519.10
Total for Year	86	743	829	\$2,407.37	\$27,333.72	\$29,741.09

February 2014 Facts:

Total sales for February this year were higher than February 2013 (\$13,519.10 compared to \$11,723.11). The number of EBT transactions were lower in 2014 than in 2013 (28 compared to 58). For February 2014, there were a total of 376 wireless transactions compared to 446 in 2013.

In February 2014, there were 194,411 Food Assistance/EBT families in Iowa. \$44,270,856 in benefits were issued in February to these families.

Here are other interesting facts regarding February sales:

There were 18 farmers who were active in February and 8 of those had EBT sales. The farmers with the highest number of EBT transactions were:

- ❖ Iowa Food Coop (10) Des Moines
- ❖ Yoder's Natural Farm (7) Bloomfield
- ❖ Grossman Meats (3) Preston
- ❖ Iowa Supreme Meats (2) Burt
- ❖ Oak Hill Acres (2) Atalissa
- ❖ Sawyer Beef (2) Princeton
- ❖ Allen's Grove Greenhouse (1) Donahue
- ❖ Hoffman Produce Farm (1) Waterloo

Congratulations go out to Iowa Food Coop for having the highest amount of EBT transactions and the highest amount in EBT sales. Great Job!

Are you ready for the 2014 Farmers Market season?

It is hard to believe that the 2014 Farmers Market season is just around the corner. Tracy will be working next week on bringing up the April machines.

Below are some things that you will need to do before your first market day:

- Charge your battery before your first market.
- Run a credit and a debit transaction.

- Call Tracy to run an EBT transaction.
- Check your paper supply. Farmers with lower volume of sales should have 1-2 rolls of paper. The farmers with large volume should have 3-5 rolls of paper.
- Make sure to know where your charger cord is.
- Have your signs cleaned up and ready to go.

Every year it seems like we have some machines that don't have EBT loaded on them. That is why it is extremely important to run a test EBT transaction before you head to market as this allows time to correct this issue.

Farmers Market Brochure

Tracy is working on gathering information for the 'Bringing Farmers Markets and Food Assistance Together' brochure that lists all of the farmers markets that you plan to sell at in 2014. E-mail and letters have been sent out to the farmers requesting this information. It is very important that you provide your information by **Friday, March 28th**. If we do not hear back from you by March 28th, you will not be listed in the printed brochure this year. Changes or updates submitted after March 28th will be added to the DHS website version only. It is very important that you only list the markets that you plan to attend this year as Iowa's EBT clients use this brochure when they shop at their local markets. Thank you for your assistance in providing DHS with this information in a timely fashion.

Help Us Recruit New Farmers!

As you attend your vendor meetings in preparation for the 2014 market season, is there a vendor at your market that would benefit by having the ability to accept EBT? If so, please let Tracy know so that she can get in contact with them.

Any changes to your contact information?

Just a reminder to make sure that DHS has your current contact information. If your address, phone number, e-mail address or bank account changes this needs to be reported to DHS. It is extremely important to notify DHS promptly if you need to change your bank account. Please do not shut down your old bank account until we have the opportunity to get everything changed over to the new account. If you have any changes, please contact Tracy so that we have your information current and up to date.

Paper for your wireless machine

Just a reminder that DHS supplies the paper rolls for your wireless machines. It is imperative that you use thermal paper or it could ruin your machine. Please do not use any other type of paper in your wireless machine other than the paper that DHS supplies. If you are running low on paper, please give Tracy a call.

Reminders:

1. **Remember that you cannot ring up a sale for another vendor. You could lose your Food Stamp certification and be terminated from the Wireless Project.**
2. **Since you are paying for the commercial transaction fees, be sure to keep track of what you are paying so you can use those expenses as a tax deduction.**
3. **You cannot set a minimum purchase amount. If an EBT household wishes to purchase \$.50 in onions, you do need to process the transaction. Same for any debit or credit transaction.**
4. **Hot foods and hot drinks (cocoa, coffee, and tea) cannot be purchased with SNAP EBT benefits.**

5. If your Nurit machine quits working, you need to call TMS Tech Support at 1-888-848-6825. This is the phone number on the side of your machine. If you can't get the problem solved, please give Tracy a call.
6. If your VeriFone machine quits working, you will need to call Jason Butts at 402-574-7086 or Chris Shanahan at 402-574-7016. If you can't get the problem solved, please give Tracy a call.
7. Call Tracy if you need any supplies such as paper rolls, power cords, or battery.
8. The second battery that we provide to you was purchased by DHS. If you ever need to return your wireless machine, be sure to keep one battery, carrying case and signs.
9. **Charge your batteries before market.** You should always have a charged battery, ready to go for market. If a battery is not holding a charge, contact Tracy for a replacement.
10. Please make sure to keep the original box that your machine came in as it contains the Sim card, which is needed to identify your machine if you have to call TMS.

Help Desk

We are here to help you!

When you have questions about:

- **Participating in the Wireless project or reimbursement questions? Call Tracy Penick at 515-281-4935.**
- **What you can sell to EBT customers, or being authorized to accept EBT? Call USDA/FNS at 515-421-3248.**
- **Food Assistance eligibility? Call Kari Lind at 515-281-7000.**
- **Supplies – call Tracy Penick at (515) 281-4935.**